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**THE NEW
NEWARK
SYMPHONY
HALL
ANNUAL
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January 12, 1979

A MESSAGE FROM JEROME HINES AND MILTON BUCK

By the end of 1978, it had been just twenty months since Newark Symphony Hall Corporation reorganized the operations of the finest performing arts center in our state and assumed responsibility for the rebirth of the theatre. A great deal has happened during this period: the fundamental accommodations of the hall have been rehabilitated, the programming has been selected to attract audiences from a wide area and range of tastes, and a sound fiscal policy has been adopted. This effort has had remarkable results. In 1978, nearly 160,000 people were served by the hall either at performances in Symphony Hall or at social events being held with increasing frequency in our Terrace Room.

But there is something larger at work than statistics. There is a new awareness of the position occupied by Newark Symphony Hall in the state's cultural picture, plus a strong sense among visitors and all those associated with the hall that things have definitely changed for the better during this critical period. There has indeed been a turnaround that has moved the hall in a new and positive direction.

As we look to the months ahead we know that there is still much to do in what will be a challenging period complicated by inflationary pressures and growing fiscal conservatism nationwide. We continue to work steadily on the basic foundations of our program—our performances, finances and the physical renovation of the theatre. But we are working also in other areas—to make the public more aware of what is happening at Newark Symphony Hall, for instance, and to encourage the rebirth of the whole Lincoln Park area.

With these objectives in mind, we begin 1979 with pride in our achievements and the confidence to aggressively pursue the job begun twenty months ago. We are ready for another exciting year of progress and results. We hope you'll join us.

Jerome Hines
Chairman of the Board

Milton A. Buck
President

PERFORMANCES



The heart of Newark Symphony Hall is the activity that takes place on its stage. These events should reflect the program policy of its management, just as surely as they should reflect the tastes of its audiences. Concerts, plays, dance and other performances are what the public comes to see. They add up to the primary reason for Newark Symphony Hall's existence.

During the past year, we achieved major progress in two important areas. The quality and diversity of our performances have continued to expand with appear-

ances of outstanding entertainers and artists on our stage. In another area, that of attendance, the theatre has continued to make impressive gains, reaching a figure of nearly 25,000 during June 1978 alone—an audience high for any single month in the theatre's recent history.

A policy of presenting popular stars and organizations as well as the state's finest musical and dance ensembles paid off in rising attendance figures for the entire year. Attendance for 1978 against the previous year rose by 70 percent—from 66,830 in 1977 to a figure of 113,605 during 1978. The number of performances doubled from 41 in 1977 to 81 during 1978.

The January-February schedule featured performances by two of our constituent organizations. The New Jersey State Opera gave a highly-praised performance of Verdi's "Rigoletto," and a concert by the New Jersey Symphony Orchestra drew a large audience for the orchestra's mid-winter concert.

Special hits during the spring included appearances by rhythm-and-blues star Eddie Kendricks and blues singing greats B. B. King and Bobby "Blue" Bland, plus rare concerts by two of the nation's most beloved jazz singers, Ella Fitzgerald and Sarah Vaughan.

June was an exceptionally busy month with the exclusive North Jersey closed-circuit television presentation of the World Cup Soccer matches live from Argentina, as well as commencement ceremonies of four Newark high schools. Among the notable performances of the month was a production of the late Alex Bradford's

"What's a Friend For?" by the company he founded, the Creative Movement Repertory Theatre.

A gala evening of ballet presented by the New Jersey Ballet Company and featuring Helgi Tomasson and Yoko Ichino introduced the fall season, which continued with a return of B. B. King, an appearance before senior citizens by the Duke Ellington Orchestra, and the Ebony Fashion Fair's popular annual show sponsored by the Boys' Clubs of Newark.

Soprano Beverly Sills made one of her final recital appearances during October, and the Dance Theater of Harlem introduced its Broadway-bound "Doin' It" in four well-attended performances.

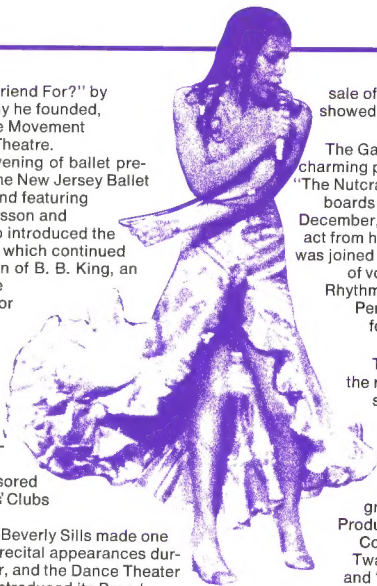
Opera fans again packed the theatre for Bizet's "Carmen" in the New Jersey State Opera's exciting November production starring Victoria de los Angeles in the title role. A popular dance program the same month was that of the colorful Polish song and dance group "SLASK." The New Jersey Symphony Orchestra initiated its 1978-79 subscription series in November with an all-Wagner program featuring soprano Klara Barlow. Significantly, the

sale of subscriptions for this series showed a five-fold increase over the previous year.

The Garden State Ballet brought its charming production of Tchaikowsky's "The Nutcracker" to the Symphony Hall boards at Christmas-time. Earlier in December, Jerome Hines presented an act from his opera "I Am the Way" and was joined by other artists in a program of vocal and inspirational music. Rhythm-and-blues superstar Teddy Pendergrass gave the final performance of the year before a devoted audience.

The year also was marked by the restoration of an educational series of programs produced by us for elementary and secondary school groups.

Among the productions were "Hooray for Me!," a dramatic, instructional program performed by Periwinkle Productions, the National Theatre Company's production of Mark Twain's classic, "Tom Sawyer," and "Oliver Twist," staged by the Producers Association. Overall, the year truly appealed to a wide range of entertainment and artistic tastes.



EVENTS '78



New Jersey State Opera "Rigoletto"

N. J. Symphony Orchestra

The Manhattans/B. T. Express/C. J. and Co.

B. B. King/Bobby "Blue" Bland/Z. Z. Hill

Easter Gospel Show

NAACP Fashion Show

Eddie Kendricks/Millie Jackson/The Tramps

N. J. AME Churches Annual Conference

Pastor David Epley

Andrae Crouch and the Disciples

Essex County College Commencement Exercises

Sarah Vaughan

"Sarah Vaughan treated the Newark audience as if they were family (and some of them were), thrilling the crowd with a remarkable performance."

Mike Townsend, The Star-Ledger

Maze/Enchantment

City Schools Spring Music Festival

Johnny Taylor/Tyrone Davis

World Cup Soccer '78 (14 matches)

Newark Community Center for the Arts

Eighth Annual Spring Concert

Muhammad Ali

N. J. Ballet Company Introduction to Dance

Dance Revue '78

Central High School Graduation

Malcolm X. Shabazz High School Graduation

West Side High School Graduation

13th Avenue School Graduation

Vailsburg High School Graduation

Isaac Douglas/Myrna Summers

Alex Bradford's 'What's a Friend For?'

Anna Maria Alberghetti

U.S. Immigration Department Naturalization Ceremony

New Jersey Ballet Gala with Helgi Tomasson

"... It was a great moment for Newark, and a

measure of the appetite for dance in New Jersey."

Valerie Sudol, The Star-Ledger

Duke Ellington Orchestra

Ebony Fashion Fair

Dance Theater of Harlem "Doin' It"

"Hooray For Me" — Student Series

Beverly Sills in Concert

"The Sills recital attracted at least 2,500 to New Jersey's historic theatre."

Michael Redmond, The Star-Ledger

N. J. State Opera "Carmen"

"Victoria de los Angeles pulled in half the opera buffs on the eastern seaboard, all of them atwitter to hear what would happen. What happened was a triumph."

Robert Jones, Cue Magazine

SLASK

Theatre of Universal Images "The Sirens"

Klara Barlow sings Wagner

"Oliver Twist" — Student Series

Jerome Hines and Friends in Sacred Concert

Ashford and Simpson/Michael Henderson

"Ashford and Simpson brought . . . one of the classiest and most attractive acts in soul music to Newark Symphony Hall."

George Kanzler, Jr., The Star-Ledger

Dorothy I. Schneider

Memorial Concert

"Tom Sawyer" — Student Series

Garden State Ballet

"Nutcracker"

Teddy Pendergrass/Betty Wright

ADMINISTRATION

Newark Symphony Hall's status and reputation as one of the state's leading arts organizations carries with it a special challenge. On one hand, we seek to provide a wide spectrum of entertainment that includes both popular, mass-appeal events and traditionally classical programs in music, dance and theatre. This is an area in which creative and artistic judgments must be made. On the other hand, we must at all times operate within the framework of the financially feasible. This is the practical side of our operation, requiring an objective, business sense of financial reality. We are keenly aware that arts organizations which overlook this fact are apt to lead extremely short lives.

Newark Symphony Hall Corporation also is acutely aware that any arts organization must draw to a certain extent on governmental and other sources of revenue aid in order to operate. Much as we appreciate this assistance and realize its importance, we recognize the dangers of relying exclusively on such largesse. We have therefore taken pains to diversify



and maximize income from independent sources of revenue. We have sought not only to increase the revenue derived from the theatre itself, but also from office rentals, concessions and Terrace Room activities. This has enabled us to strike a healthy balance between funding coming from the State of New Jersey, the highly appreciated contributions of the City of Newark, and our own income-generating activities. Such a balance is helping us to internally finance the growth in our administrative and operating budgets. This course has placed us in a sound and stable financial position.

In years ahead, we will continue to expand our base of support. Although we intend to finance our basic growth with our own resources, we will continue to seek aid from a variety of sources in order to support various special projects—in the areas of programming, capital improvements and other areas—as the occasions and the opportunities arise. The assistance of both state and city governments has been invaluable so far,

and will be essential in the future if Newark Symphony Hall is to continue to progress. The city, with its maintenance and operations aid, and the state, with its funding for staff, provide the foundation upon which the theatre's future will be built.

PROMOTION

Fully cognizant of the value and importance of spreading the message of our activities and attributes, we undertook a substantial marketing program during the last year. Patrons and promoters alike were targets of our promotional efforts. In each case we highlighted new management, new facilities and the timeless characteristics that make this theatre one of the finest along the east coast, a grand showcase whose opulence and style are cherished more with each passing year.

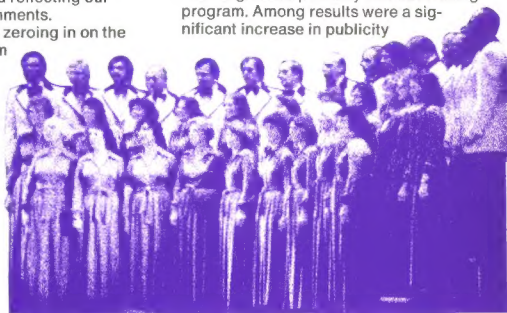
Among the promotion activities of the year were:

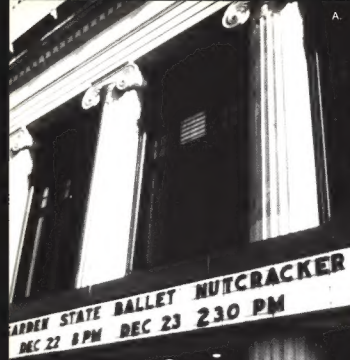
- The first annual report to be issued in Newark Symphony Hall's recent history, a 16-page booklet highlighting the progress made by the theatre and reflecting our pride in our accomplishments.
- A special brochure zeroing in on the hall's facilities, program procedures, audience characteristics and other points of special interest to promoters and sponsoring organizations. Some 3,000 of the full-color brochures were distributed to potential users of our facility.
- Several appearances on television

programs by key representatives of Newark Symphony Hall. President Milton Buck, Trustee Edna Thomas and Business Manager Wayne Braffman discussed the hall and its role in New Jersey's cultural scene with New Jersey Arts Council past Chairman Barbara Furst on a Channel 47 show. David S. Rinsky, member of the Symphony Hall board and president of the Greater Newark Chamber of Commerce, gave compelling arguments for Symphony Hall's position as a state cultural center in a debate with proponents of a proposed new meadowland's facility on a Channel 13, "New Jersey Nightly News" segment.

In another New Jersey Nightly News spot, Manager Braffman, himself a resident of the Lincoln Park area, explained the brownstone revival movement that is touching the Symphony Hall neighborhood and other sections of the city.

- The retention of the Briod & Wallhauser, Inc., public relations firm and The Massimo Agency advertising firm to assist in an organized publicity and advertising program. Among results were a significant increase in publicity





Scenes from Newark Symphony Hall slide show presentation, "Alive Again."
 A. Completely restored facade.
 B. Children at school series performance.
 C. Mercer Ellington.
 D. Soprano Clara Barlow with the New Jersey Symphony Orchestra, Thomas Michalak conducting.
 E. A reception in our Terrace Room after a performance.
 F. Title slide.
 G. Symphony Hall's historic neighborhood, Lincoln Park.
 H. SLASH, the Polish song and dance festival.
 I. New Jersey State Opera's production of "Carmen"



The Newark Symphony Hall story will be told in a new sight-and-sound slide show "Alive Again" now available for viewing by the many publics interested in the theatre. The stereo twin-projection show was designed for presentation to audiences and organizations throughout the state. "Alive Again" discusses the theatre and its relationship to the city, and elaborates on the features of Symphony Hall itself and the progress it has made since its reorganization. The narrator is a man whose vocalism is known to millions, Metropolitan Opera basso Jerome Hines, who is Newark Symphony Hall's board chairman.

Groups of twenty-five or more which are interested in having the presentation shown at one of their meetings can make arrangements by writing Newark Symphony Hall Corporation at 1020 Broad Street, Newark, NJ 07102, or by calling (201) 643-4550.



and "image." A high degree of cooperation and response by the media was highlighted by *The Star-Ledger's* full-page pictorial treatment of the opening of our fall season. Professional assistance is also evident in the coordinated graphic treatment of our published material and advertising.

- The presentation to Newark Symphony Hall Corporation by the Newark Preservation and Landmarks Committee of its fourth annual Recognition Award "for outstanding efforts toward the preservation of historic landmarks in the city of Newark."

RENOVATION

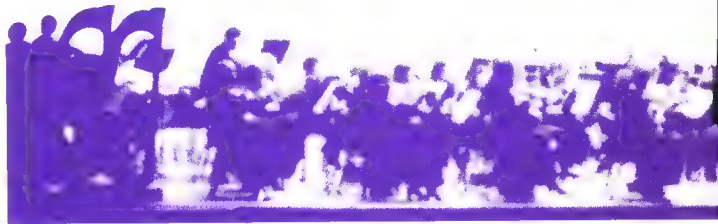
Although major rehabilitation work was begun in 1977, the renovation of certain priority projects continued during 1978 and further contributed to the renaissance of the hall.

Outside, work on the Broad Street facade was completed with the cleaning of all surfaces, including the original copperwork framing the upper-level win-

dows. In the outer foyer, the plaster detail and glass panels at the entrance to the main lobby were carefully restored, adding sparkle to that heavily-traversed area.

Inside, the renovation of all the orchestra seats and the painting of the auditorium floor completed basic restoration work in this focal area of the theatre's operations. In the inner lobby, a redecorated Newark Room bar returned to operation, and in the mezzanine lobby, a new rug replaced the old, and worn fabric panels on the walls were removed to make way for a clean coat of new paint, color coordinated to reflect the style of the original decor.

Backstage, work was done on rigging equipment that required immediate repair, and our spotlights were completely overhauled. However, a sizable job must still be done on the sound, lighting and rigging systems onstage. The equipment now in use dates back to WPA days and is hardly suited to modern productions. This poses a handicap which limits the range and quality of events we can attract.



The updating of antiquated stage equipment, therefore, will receive our closest attention during the year ahead.

The rehabilitation of public areas of the theatre has now reached the standards of patron comfort and aesthetic appeal that we set for ourselves at the time of our reorganization. Although the restoration process is a long and painstaking one, we will continue to make improvements as we are able. Nonetheless, the theatre's present appearance is such that it continually attracts admiring comments from audiences and reviewers, alike.

TERRACE ROOM

The Terrace Room is a versatile facility within the theatre building whose popularity for events of all kinds has shown a sharp increase during recent months. Previously long underutilized, the room was the scene of 54 events during 1978 attended by nearly 45,000 persons. A substantial number of organizations used the room for catered affairs, dinner-dances

and meetings.

A sampling of groups using the room includes the International Mason and Eastern Star organizations, The Leaguers, the Bronze Shields, Grand Craftsmen and Crafters, St. James Lodge 188 and the Newark Office of Elderly Affairs.

Other organizations hold affairs at the room in conjunction with concerts at the hall. Benefit receptions were held by St. Barnabas Medical Center, New Jersey Ballet Company and New Jersey State Opera.

During the year a number of improvements were made which included the purchase of 1,000 new chairs, the refinishing of the dance floor, repair of ice machines and a general painting throughout. In recognition of the great untapped potential of the room, more extensive upgrading is planned for the future. The maximization of the return on this attractive downstairs facility will be a priority item in our 1979 fiscal program.



ENVIRONMENT

Environment is an important word in today's world, but it has a special meaning for Newark Symphony Hall. We recognize that the health and vitality of our surroundings have a significant effect on our ability to grow. For this reason, we present here a discussion of our neighborhood, Lincoln Park, its progress and potentials.

Historic Lincoln Park offers a wealth of possibilities for improvement. Far from remaining idle, it is recovering from its period of decline and fast becoming a viable neighborhood of mixed residential and commercial use.

To the north, the concentration of apartment

construction and rehabilitation together with the influx of major businesses has stabilized the area considerably. On Broad Street, between the Peter W. Rodino Federal Building and Symphony Hall, a major wholesale hardware outlet, Abram Yecies, Inc., has taken over a large commercial site, and Newark Bulck, adjacent to it, is revitalized under new ownership.

Universal Stamp and Stationery continues its operations in the corner building at Broad and East Kinney, and the South Park Restaurant immediately south of the theatre has long maintained

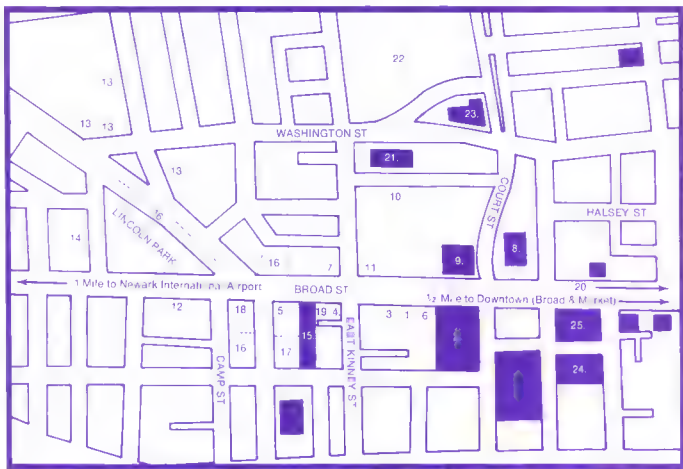
a popular eating establishment for employees and visitors in the area.

Two arts-related organizations that have moved to the area are the New Jersey State Opera, which opened its new headquarters

on the street level of Symphony Hall in September, and New Jersey Public Television, which will open new studios and offices at 980 Broad Street during 1979. On the

other side of Broad Street, something of an apartment boom has taken place during the last several years





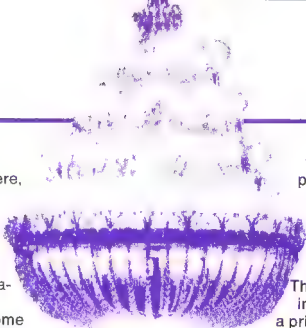
Key to Lincoln Park Neighborhood

- | | |
|-------------------------------------|---|
| 1. Abram Yecies | 13. Brownstone renovations |
| 2. Peter W. Rodino Federal Building | 14. Newark Community Center of the Arts |
| 3. Newark Buick | 15. Newark Symphony Hall |
| 4. Universal Stamp and Stationery | 16. Patron parking fields |
| 5. South Park Restaurant | 17. Staff parking |
| 6. New Jersey Public Television | 18. First National State Bank |
| 7. Belmont Apartments | 19. N. J. State Opera |
| 8. Hallmark House | 20. Shuttle bus to Military Park Garage |
| 9. Court Street Apartments | 21. St. James Towers |
| 10. Nevada Street Apartments | 22. University Gardens |
| 11. Post Office Annex | 23. Star-Ledger Plaza |
| 12. Essex Plaza | 24. U.S. Post Office |
| | 25. Newark City Hall |

in the blocks extending north to Court Street. Here, two major high-rise apartments have been constructed for moderate-income residents, the former Belmont Hotel has been fully rehabilitated, and a fourth high-rise moderate-income apartment was nearing completion at year's end. In the former Plaza Ford building, the U.S. Post Office has established an annex operation to its main office.

Along Lincoln Park itself, further residential redevelopment has taken place, most notably with the rehabilitation of the former Industrial Office Building as the Essex Plaza senior citizen complex, but also with the rehabilitation of several historic old homes by private owners along the west side of the park.

The stability of the area surrounding Newark Symphony Hall is of particular importance because of its bearing on the safety of our patrons. Today, personal security is not really in question, although we recognize the general public may continue to perceive this differently. Since the rebirth of the theatre more than 180,000 people have attended concerts and shows, most of them in the evening, without a single reported incident of stranger-to-stranger crime. Nonetheless, all crowds need some measure of control and so we provide uniformed personnel during and after all concerts, both inside and outside of the hall. The Newark Police Department is on hand for all performances



to direct traffic and assist patrons outside. Inside the theatre, members of the Bronze Shields, a fraternal order of Newark police officers, are present to assist audiences.

The provision of more parking spaces continues to be a priority item. During the last year, several dilapidated houses behind the theatre were razed to create a parking area that accommodates performers and staff, thus freeing convenient, nearby parking in front for our patrons.

In a move to assure our control over another major parking area, we assumed management during the year of the former auto lot directly across Broad Street, accommodating up to 175 cars. For added convenience of those wishing to use the shuttle bus between Military Park Garage and the hall, this became a free service during the year. The buses, leased from Transport of New Jersey, shuttle back and forth every five minutes between the garage and the hall both before and after selected performances, and provide return trips during performances as well.

No summary of the year's activities at Newark Symphony Hall would be complete without a word of thanks to all those on the staff who have worked so hard to make our operations a success, and to all the others—managers, stagehands, security, maintenance, cashiers, ushers, doormen, concessionaires and attendants—whose contributions in terms of effort have been invaluable.

Although we have already pointed out

the important financial contributions made by the City of Newark and State of New Jersey, it is not excessive once again to thank them for their crucial assistance.

To our audiences go our special thanks. Your continuing support is much appreciated, and renews our dedication and commitment to present to you the finest entertainment in the finest theatre in New Jersey: Newark Symphony Hall.



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Newark Symphony Hall Corporation
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Photos by Roberta Crane

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